



TENNESSEE DEPARTMENT OF

**EDUCATION**

FIRST TO THE TOP

## Marketing and Management I - Principles

<b>Primary Career Cluster:</b>	Marketing
<b>Consultant:</b>	Joy Smith, (615) 532-6248, <a href="mailto:Joy.Smith@tn.gov">Joy.Smith@tn.gov</a>
<b>Course Code(s):</b>	5931
<b>Course Substitution:</b>	Completion of one credit of a core course in the Marketing career cluster satisfies the Economics requirement for graduation if the teacher is Highly Qualified to teach Economics (3431).
<b>Prerequisite(s):</b>	
<b>Credit:</b>	½ - 3*
<b>Grade Level:</b>	10-12
<b>Aligned Student Organization(s):</b>	DECA: <a href="http://www.decatn.org">www.decatn.org</a> FBLA: <a href="http://www.fblatn.org">www.fblatn.org</a> Sarah Williams, (615) 532-2829, <a href="mailto:Sarah.G.Williams@tn.gov">Sarah.G.Williams@tn.gov</a>
<b>Teacher Resources:</b>	<a href="http://www.tn.gov/education/cte/Marketing.shtml">http://www.tn.gov/education/cte/Marketing.shtml</a>

### Course Description

Marketing and Management I – Principles focuses on the study of marketing concepts and their practical application. Students will examine risks and challenges marketers face to establish a competitive edge. Subject matter includes economics, marketing foundations/functions, and human resource leadership development. Skills in communication, mathematics, economics and psychology are reinforced in this course.

\* Standards to be completed for one-half (½) credit are identified with one (1) asterisk.

\*\* Additional standards to be completed for one (1) credit are identified with two (2) asterisks.

\*\*\* A paid, credit-generating work-based learning component is recommended for advanced students for up to two (2) additional credits. This standard is identified by three (3) asterisks.

### Course Standards

#### Standard 1.0

**The student will demonstrate an understanding of marketing foundations and the impact on individuals and business.**

**The student will:**

- 1.1 Analyze the benefits of marketing and their importance.
- 1.2 Categorize marketing functions and utilities.
- 1.3 Assess the concept of market segmentation and target markets. (Social Studies)
- 1.4 Evaluate the marketing mix and its contribution to successful marketing.

**Sample Performance Task**

- Develop a demographic profile of a class.

**Standard 2.0**

**The student will demonstrate knowledge of economic concepts and principles in a global economy.**

**The student will:**

- 2.1 Differentiate between the types of economic systems including the interrelationship of business, government and individuals. (Social Studies)
- 2.2 Assess economic concepts globally & interdependence of nations. (Social Studies)
- 2.3 Analyze the free enterprise system. (Social Studies)
- 2.4 Identify economic indicators and business cycles. (Social Studies)
- 2.5 Evaluate the relationship of supply and demand.

**Sample Performance Task**

- Prepare a supply and demand curve for a product in the school store, identifying equilibrium, and price. Give a rationale for the curve.

**Standard 3.0**

**The student will demonstrate knowledge of selling.**

**The student will:**

- 3.1 Understand the concepts and techniques of selling.
- 3.2 Analyze the factors that influence customer buying decisions.
- 3.3 Demonstrate the selling process and techniques used in marketing.

**Sample Performance Task**

- Collect and organize product information to satisfy customer needs.

**Standard 4.0**

**The student will analyze promotional tools.**



**The student will:**

- 4.1 Examine the types of the promotional tools in the marketing mix.
- 4.2 Distinguish between institutional and promotional advertising.
- 4.3 Differentiate between different types of advertising media.
- 4.4 Determine the impact of branding, packaging, and labeling on promotional activities.

**Sample Performance Task**

- Obtain local advertising rates from radio, television and newspaper companies.

**Standard 5.0**

**The student will acquire foundational knowledge of channel management to understand its role in marketing.**

**The student will:**

- 5.1 Distinguish channels of distribution and channel members.
- 5.2 Identify the modes of physical distribution.
- 5.3 Evaluate the methods of stock handling and inventory control.

**Sample Performance Task**

- Maintain an inventory in the school store or for a sales project.

**Standard 6.0**

**The student will demonstrate organizational, leadership, and human resource skills needed for career success.**

**The student will:**

- 6.1 Demonstrate knowledge of DECA.
- 6.2 Utilize critical thinking in decision-making situations.
- 6.3 Identify and develop personal characteristics needed in leadership situations.
- 6.4 Categorize opportunities available for a career in Marketing and Marketing Education.

**Sample Performance Tasks**

- Join and participate in DECA.
- Make a passing score on an oral or written evaluation on DECA and leadership.
- Compete in regional, state, and national DECA competitive events.
- Run for state or national DECA officer.
- Participate in group projects.
- Organize a DECA project.



## **Standard 7.0**

**The student will analyze the importance of academic integration in the area of marketing.**

**The student will:**

### **Language and Fine Arts**

- 7.1 Develop creative thinking skills.
- 7.2 Develop vocabulary, writing, and reading skills.
- 7.3 Express ideas and information clearly using proper terminology and grammar.

### **Mathematics**

- 7.4 Perform mathematical calculations using algebraic expressions.

### **Technology**

- 7.5 Demonstrate the use of computer applications in marketing.
- 7.6 Recognize the role and impact of changing technology in marketing.

### **Science**

- 7.7 Evaluate environmental concepts in business.
- 7.8 Recognize the influence of science in product development.
- 7.9 Analyze the use of natural resources in economic systems.

## **Sample Performance Tasks**

- Write a report on labor laws in the United States.
- Prepare a written report on a local business.
- Research a business on the Internet.
- Design a school recycling program.

## **Standard 8.0**

**The student will review and analyze safety guidelines and regulations as related to Marketing and Management I – Principles.**

**The student will:**

- 8.1 Complete a general safety test with 100% accuracy as related to Marketing and Management I – Principles.

## **Standard 9.0**

**The student will demonstrate Marketing and Management I - Principles in a work-based learning experience.**

**The student will:**

- 9.1 Apply principles of marketing and management to a work-based situation.



- 9.2 Integrate time management principles in organizing the student's schedule, including school, work, social, and other activities.
- 9.3 Evaluate and apply principles of ethics as they relate to the work-based experience.
- 9.4 Employ the principles of safety to the work-based experience.

### Sample Performance Tasks

- Compose and maintain a journal to include general work site experiences, time management planning, and evaluation of ethical behavior.

### Suggested Resources

MBA Research LAPs  
SCANS  
*Marketing Essentials*; Glencoe  
*Marketing Foundations and Functions*; Southwestern  
*Marketing Practices and Principles*; Glencoe  
National Marketing Education Standards  
Chamber of Commerce  
Small Business Administration  
Community Employers  
English, Math, and Science Teachers  
Secondary Social Studies Framework  
Sales and Marketing Executives  
Local Newspaper; Television, Radio Stations, Internet  
Local Retail Store  
Product Warranties  
Business Magazines  
Local Distribution or Wholesale Company  
Career Videos  
Resume Software Application Forms from Local Businesses  
National DECA  
DECA Guide  
*DECA: A Continuing Tradition of Excellence*  
Local Advisory Committees

